



WEWS

ORDER

Flight Dates **09/25/12-10/01/12**

Contract / Revision **312204 /** **Product** **OFA Add to Sked A 9.25-10.1**

Original Date / Revision Agency Com 15%

09/24/12 09/26/12 Billing Contact

Advertiser **Obama / Democrat / Preside**
1010 Wisconsin Avenue - Suite #80
Washington, DC 20007

Agency **GMMB Inc**

Buying Contact Sales Office EWSDC

1010 Wisconsin Avenue - Suite #80
Washington, DC 20007 Sales Region NAT
Agency Ref 2

Order Sep 00:20:00

Estimate # **1844**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-2

Advertiser Ref

Primary Account Executive
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share 100% Market Value 80225

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WBNX	%	0
WDLI	%	0
WEAO	%	0
WGGN	%	0
WJW	%	0
WKYC	%	0
WMFD	%	0
WOAC	%	0
WOIO	%	0
WQHS	%	0
WUAB	%	0
WVIZ	%	0
WVPX	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	21	\$50,468.75	\$59,375.00	0.00	08/27/12	09/30/12	21	\$50,468.75	\$59,375.00
October 2012	8	\$17,722.50	\$20,850.00	0.00	10/01/12	10/01/12	8	\$17,722.50	\$20,850.00
Totals	29	\$68,191.25	\$80,225.00	0.00					

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WEWS	09/25/12	10/01/12	M-F GMC 5-6a M-F GMC 5-6a	CM	5-6a	MTWTF--	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-TWTF--	1		\$400.00		0.00						
Week:		10/01/12	10/07/12	M-----	1		\$400.00		0.00						
N 2	WEWS	09/25/12	10/01/12		CM	7-9a	MTWTF--	:30	1	\$600.00	P-2	0.00	NM	2	\$1,200.00



WEWS

Print Date: 09/28/12

Page 2 of 4

Contract / Revision **312204** Flight Dates **09/25/12-10/01/12**

Hiatus Dates

Original Date / Revision 09/24/12/ 09/26/12

Order Sep 00:20:00

Advertiser **Obama / Democrat / Presid** Product **OFA Add to Sked A 9.25-10** Estimate # **1844**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
				M-F GMA 7-9a										
				M-F GMA 7-9a										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	- TWTF - -					1	\$600.00		0.00		
Week:		10/01/12	10/07/12	M- - - - -					1	\$600.00		0.00		
N 3	WEWS	09/25/12	10/01/12	M-F 1-2p	CM	1-2p	MTWTF- -	:30	1	\$550.00	P-2	0.00 NM	2	\$1,100.00
				M-F 1-2p										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	- TWTF - -					1	\$550.00		0.00		
Week:		10/01/12	10/07/12	M- - - - -					1	\$550.00		0.00		
N 4	WEWS	09/25/12	10/01/12	M-F 5-6p News	CM	5-6p	MTWTF- -	:30	1	\$325.00	P-3	0.00 NM	2	\$650.00
				M-F 5-6p News										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	- TWTF - -					2	\$325.00		0.00		
Week:		10/01/12	10/07/12	- - - - -					0	\$0.00		0.00		
N 5	WEWS	09/25/12	10/01/12	Monday DWS	CM	8-10p	M- - - - -	:30	1	\$4,500.00	P-3	0.00 NM	1	\$4,500.00
				Monday DWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	- - - - -					0	\$0.00		0.00		
Week:		10/01/12	10/07/12	M- - - - -					1	\$4,500.00		0.00		
N 6	WEWS	09/25/12	10/01/12	Monday Prime C	CM	10-11p	M- - - - -	:30	1	\$12,000.00	P-2	0.00 NM	1	\$12,000.00
				Monday Prime C										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	- - - - -					0	\$0.00		0.00		
Week:		10/01/12	10/07/12	M- - - - -					1	\$12,000.00		0.00		
N 7	WEWS	09/25/12	10/01/12	Tuesday Prime Special	CM	DWTS Premiere II - T - - - - -		:30	1	\$14,000.00	P-2	0.00 NM	1	\$14,000.00
				Tuesday Prime Special										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	- T - - - - -					1	\$14,000.00		0.00		
Week:		10/01/12	10/07/12	- - - - -					0	\$0.00		0.00		
N 8	WEWS	09/25/12	10/01/12	Thursday Prime B	CM	9-10p	- - - T - - -	:30	1	\$12,000.00	P-2	0.00 NM	0	\$0.00
				Thursday Prime B										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	- - - T - - -					1	\$12,000.00		0.00		
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	WEWS	09/24/12-09/30/12		Thursday Prime B		9-10p	- - - Th - - - - -	:30		\$12,000.00		0.00 NM		
Credited														
[Credit spot. Adding spots to end of contract. Cash stays the same.]														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/01/12	10/07/12	- - - - -					0	\$0.00		0.00		
N 9	WEWS	09/25/12	10/01/12	Thursday Prime C	CM	10-11p	- - - T - - -	:30	1	\$5,000.00	P-2	0.00 NM	1	\$5,000.00
				Thursday Prime C										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	- - - T - - -					1	\$5,000.00		0.00		
Week:		10/01/12	10/07/12	- - - - -					0	\$0.00		0.00		
N 10	WEWS	09/25/12	10/01/12	Friday Prime A	CM	8-9p	- - - - F - -	:30	1	\$3,500.00	P-2	0.00 NM	1	\$3,500.00
				Friday Prime A										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	- - - - F - -					1	\$3,500.00		0.00		
Week:		10/01/12	10/07/12	- - - - -					0	\$0.00		0.00		
N 11	WEWS	09/25/12	10/01/12	Friday Prime C	CM	10-11p	- - - - F - -	:30	1	\$1,400.00	P-3	0.00 NM	1	\$1,400.00
				Friday Prime C										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	- - - - F - -					1	\$1,400.00		0.00		



WEWS

Print Date: 09/28/12

Page 3 of 4

Contract / Revision **312204** Flight Dates **09/25/12-10/01/12**

Hiatus Dates

Original Date / Revision 09/24/12/ 09/26/12

Order Sep 00:20:00

Advertiser **Obama / Democrat / Presid** Product **OFA Add to Sked A 9.25-10.** Estimate # **1844**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 11	WEWS	09/25/12	10/01/12	Friday Prime C Friday Prime C	CM	10-11p	----F--	:30	1	\$1,400.00	P-3	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----					0	\$0.00		0.00			
N 12	WEWS	09/25/12	10/01/12	Sunday Prime A Sunday Prime A	CM	7-8p	-----S	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S					1	\$5,000.00		0.00			
Week:		10/01/12	10/07/12	-----					0	\$0.00		0.00			
N 13	WEWS	09/25/12	10/01/12	Sunday Prime C Sunday Prime C	CM	9-10p	-----S	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S					1	\$5,000.00		0.00			
Week:		10/01/12	10/07/12	-----					0	\$0.00		0.00			
N 14	WEWS	09/25/12	10/01/12	Sunday Prime D Sunday Prime D	CM	10-11p	-----S	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S					1	\$5,000.00		0.00			
Week:		10/01/12	10/07/12	-----					0	\$0.00		0.00			
N 15	WEWS	09/25/12	10/01/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1207x	MTWTF--	:30	1	\$900.00	P-2	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-TWTF--					1	\$900.00		0.00			
Week:		10/01/12	10/07/12	M-----					1	\$900.00		0.00			
N 16	WEWS	09/25/12	10/01/12	M-SU 11-1135P Late New M-SU 11-1135P Late New	CM	11-1135p	MTWTF-S	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-TWTF-S					1	\$2,400.00		0.00			
Week:		10/01/12	10/07/12	-----					0	\$0.00		0.00			
N 17	WEWS	09/25/12	10/01/12	M-F 1202a-107a Jimmy K M-F 1202a-107a Jimmy K	CM	1202-107x	MTWTF--	:30	1	\$600.00	P-2	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-TWTF--					1	\$600.00		0.00			
Week:		10/01/12	10/07/12	M-----					1	\$600.00		0.00			
N 18	WEWS	09/25/12	10/01/12	MAC Football Daytime Mac Football Daytime	CM	12-330p	-----S-	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-					1	\$175.00		0.00			
Week:		10/01/12	10/07/12	-----					0	\$0.00		0.00			
N 19	WEWS	09/25/12	10/01/12	NCAA Prime Game NCAA Prime Game	CM	8-1130p	-----S-	:30	1	\$3,500.00	P-2	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-					1	\$3,500.00		0.00			
Week:		10/01/12	10/07/12	-----					0	\$0.00		0.00			
N 20	WEWS	09/25/12	10/01/12	Thursday Prime A Thursday Prime A	CM	8-9p	---T---	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	---T---					1	\$5,000.00		0.00			
Week:		10/01/12	10/07/12	-----					0	\$0.00		0.00			
N 21	WEWS	09/25/12	10/01/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	MTWTF--	:30	1	\$1,300.00	P-2	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



WEWS

Print Date: 09/28/12

Page 4 of 4

Contract / Revision **312204** Flight Dates **09/25/12-10/01/12**

Hiatus Dates

Original Date / Revision 09/24/12/ 09/26/12

Order Sep 00:20:00

Advertiser **Obama / Democrat / Presid** Product **OFA Add to Sked A 9.25-10.** Estimate # **1844**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N21	WEWS	09/25/12	10/01/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	MTWTF--	:30	1	\$1,300.00	P-2	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----					0	\$0.00		0.00			
		Week: 10/01/12	10/07/12	M-----					1	\$1,300.00		0.00			
N22	WEWS	09/25/12	10/01/12	Sunday Prime A Sunday Prime A	CM	7-8p	-----S	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S					1	\$5,000.00		0.00			
		Week: 10/01/12	10/07/12	-----					0	\$0.00		0.00			
N23	WEWS	09/25/12	10/01/12	Sa 6a-8a News Sa 6-8a News	CM	6-8a	-----S-	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S-					1	\$400.00		0.00			
		Week: 10/01/12	10/07/12	-----					0	\$0.00		0.00			
N24	WEWS	09/25/12	10/01/12	SU This Week 9-10a SU This Week 9-10a	CM	9-10a	-----S	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S					1	\$300.00		0.00			
		Week: 10/01/12	10/07/12	-----					0	\$0.00		0.00			
													Totals	29	\$80,225.00